

# Course Material

## Parse.ly → Google Analytics

### Table of Contents

AI Tools for Enhancing Audience Engagement.....	1
Parse.ly .....	1
Google Analytics .....	1

### Note:

1. *Please refer the Zoom meeting recordings to understand how the tool works before getting started.*
2. *The free versions of all AI tools come with limited usage.*

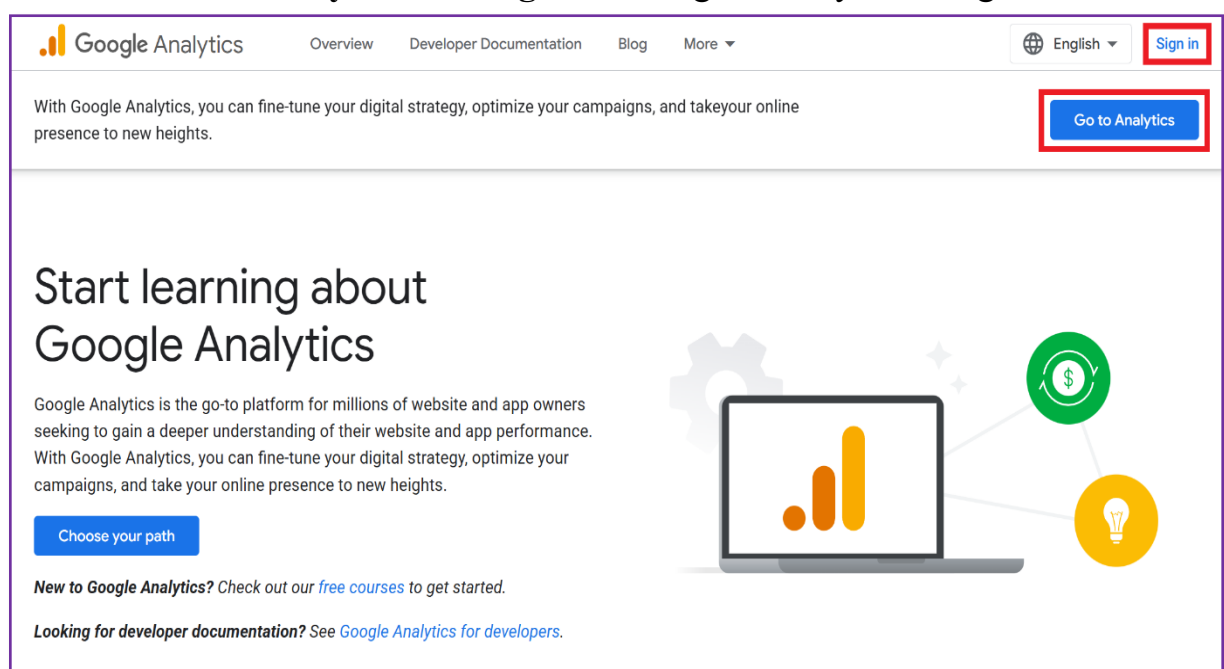
## AI Tools for Enhancing Audience Engagement

### Parse.ly

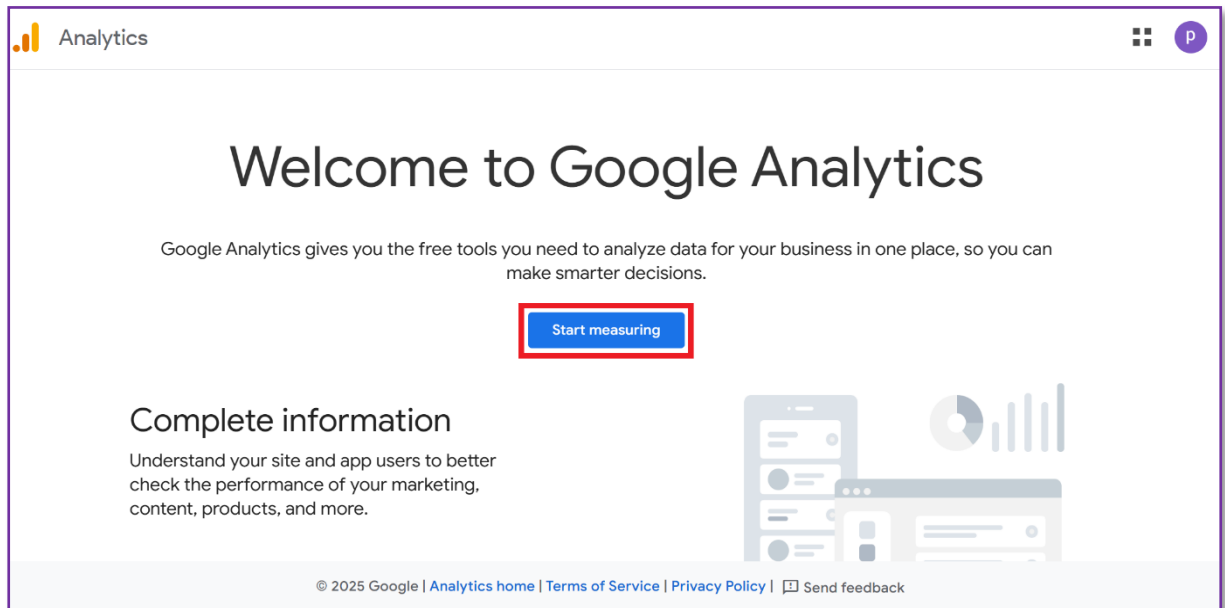
1. Go to <https://parse.ly/>
2. No free version of the tool is available. Therefore, we will explore an alternative free tool – “Google Analytics”.

### Google Analytics

1. Go to <https://developers.google.com/analytics>
2. Click “Go to Analytics” or “Sign in” to log in with your Google ID.



3. Click “**Start Measuring**” to navigate to the account creation form. Enter your personal, institute, or organization details to create an account.



Account details

Account name (Required)

Accounts can contain more than one measurement ID.

Test Analysis

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

- ☒ **Google products & services**  
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
- ☒ **Modeling contributions & business insights**  
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)
- ☒ **Technical support**  
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Recommendations for your business**  
Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products, providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

Learn how Google Analytics [safeguards your data](#).

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next

1  
Account creation

2  
**Property creation**

3  
Business details

4  
Business objectives

5  
Data collection

## Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

### Property details

Property name (Required)

XXXX Website Analytics

Reporting time zone ?

India ▾
(GMT+05:30) India Time ▾

1  
Account creation

2  
Property creation

3  
**Business details**

4  
Business objectives

5  
Data collection

## Describe your business

Help us better understand your business by answering the following.  
Your input helps improve Google Analytics.

### Business details

Industry category (Required)

Jobs & Education ▾

Business size (Required)

☐ Small - 1 to 10 employees

☒ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

☐ Very Large - 501+ employees

Back

Next

The screenshot shows the 'Business objectives' step (4) of a 5-step setup process. The steps are: 1. Account creation, 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Choose your business objectives'. Below it, a subtext says: 'For reports that are personalized to your business, select the topics most important to you.' There are five objective cards, each with an icon, a title, a description, and a checkbox:

- Generate leads**: Measure actions that indicate potential customers, such as completing contact form or requesting a quote. ☒
- Drive sales & conversions**: Analyze and optimize sales and any financial transactions on your website or app. ☒
- Understand web and/or app traffic**: Measure your website or app visitors and the channels that drive their visits. ☒
- View user engagement & retention**: Learn how people explore the products or services on your website or app. ☒
- Other business objectives**: If your business is in a category not listed above. ☐

At the bottom, there are 'Back' and 'Create' buttons.

4. Select the platform on which you want to collect and analyze data.

The screenshot shows the 'Data collection' step (5) of the 5-step setup process. The steps are: 1. Account creation, 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Start collecting data'. Below it, a subtext says: 'To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.' There is a link: 'Learn more about data collection'. Below this is a 'Choose a platform' section with three buttons: 'Web' (highlighted with a red box), 'Android app', and 'iOS app'. At the bottom, there is a 'Skip for now' button.

5. Set up your data stream by entering your website address. Add the generated Google Tag to your website's master code, placing it immediately after the <head> element to enable Google Analytics to track and fetch traffic data from your site.

× Set up data stream
 

Create & continue

Set up your web stream

Website URL

Stream name

htt...

testwebsite.com

Test website

http://

Enhanced measurement

https://

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected

with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

Page views

Scrolls

Outbound clicks

+ 4 more

× Set up a Google tag
 

Test installation

Choose how to set up a Google tag

Install manually

RECOMMENDED


Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```

<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-GTL4VY18KB"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-GTL4VY18KB');
</script>

```



Page 5

```

1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4    <meta charset="UTF-8">
5    <meta name="viewport" content="width=device-width, initial-scale=1.0">
6    <title>Wellness Travel Magazine</title>
7    <link rel="stylesheet" href="style.css">
8  </head>
9  <!-- Google tag (gtag.js) -->
10 <script async src="https://www.googletagmanager.com/gtag/js?id=G-GTL4VY18KB"></script>
11 <script>
12   window.dataLayer = window.dataLayer || [];
13   function gtag(){dataLayer.push(arguments);}
14   gtag('js', new Date());
15
16   gtag('config', 'G-GTL4VY18KB');
17 </script>
18 <body>
19 <header>
20   <h1>Welcome to Wellness Wanderer</h1>
21   <p>Your guide to peaceful escapes and mindful journeys.</p>
22 </header>
23
24 <section class="content">
25   <h2>Explore Our Latest Destinations</h2>
26   <p>Discover the best yoga retreats, meditation spots, and nature-inspired getaways to rejuvenate your soul.</p>
27 </section>
28
29 <footer>
30   <p>&copy; 2025 Wellness Wanderer. All rights reserved.</p>
31 </footer>
32 </body>
33 </html>

```

6. Google Analytics will start collecting data, and the analysed data will be updated in the stream. Various types of reports are available for detailed analysis.

